

For Immediate Release

October 3, 2007

COHV Launches Multi-Media Youth ATV Safety Teaching Tools

Moncton, New Brunswick – The Canadian Off-Highway Vehicles Distributors Council (COHV) and the All-Terrain Vehicles Federation of New Brunswick (NBATV) introduced the new Adventure Trails interactive CD and activity book to be used by ATV Clubs, law enforcement, safety organizations, schools and the general public as the most innovative and effective way to teach young ATV riders the rules around riding safely.

“Studies show that with proper legislation including mandatory size limitations and adult supervision, it is safe and it is responsible to allow youth to ride age appropriate youth-sized ATV’s and off-road motorcycles,” stated Bob Ramsay, President of the COHV. “The introduction of this CD and activity book is just one more tool for us to help reach our youth and their parents in our efforts to ensure that everyone enjoys safe family recreation.”

Jacques Poirier, General Manager of the NBATV knows that training is key to safe riding, which is why the NBATV is actively involved in the formation of a Provincial ATV trail system and rider safety awareness programs that focus on grass roots education at the classroom level.

“It is important to teach our youth about ATV safety before they are old enough to ride adult size machines,” says Poirier. “This is why we have committed to travel throughout New Brunswick, with our trailer and youth-size ATVs, offering free training courses to kids under 16 year-olds, whose parents want them to be properly trained. The Adventure Trails interactive CD and activity books will give us another great tool to hand out as the NBATV continues visiting exhibitions, fairs and tradeshow across the province.”

.../2

Youth ATV Safety Teaching Tools con't...2

Over the past few years there has been a debate over whether it is better to ban youth from riding age-appropriate ATVs or for government to introduce legislation around education, training and mandatory supervision requirements.

A detailed statistical analysis by Heiden Associates, a product safety and economic consulting firm in the U.S.A. found that ATV safety legislation in Kentucky, New Jersey and Texas resulted in significant improvements in youth safety.

In Kentucky, the law prohibits the operation of an ATV with an engine size greater than 90cc by a child under the age of 16. The New Jersey law prohibits operation of an ATV on public lands by a child under the age of 14 and operation of an ATV over 90cc on public lands by a person under 16. The Texas law requires adult supervision of all ATV operators under the age of 14.

The improvement in safety ranged from a high of 78.95 percent to a low of 46.34 percent. Clearly a combination of these regulations would be the most effective way to improve youth safety. The medical community, safety experts, parents, rider federations, governments and the industry all want the same thing, to maximize safety and continue to reduce injuries and fatalities.

While more research may be needed, it is becoming clear that banning youth from riding is less effective than implementing ATV youth size restrictions, mandatory education, training and adult supervision.

-30-

For further information: Jo-Anne Farquhar Manager of Communications Canadian Off-Highway Vehicle Distributor Council (COHV) Toll free 1-877-470-2288 -- jfarquhar@cohv.ca	Jacques Poirier General Manager / Directeur Général New Brunswick All Terrain Vehicle Federation Inc. Toll free number / Sans frais: 1-888-847-1100 Direct Line / Ligne directe : 1-506-472-5130
---	--

